

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A system for distributing picture objects comprising a communications network, at least one media center connected to the communications network, a user interests database connected to the media center, in which user interests profiles are stored, a picture object database connected to the media center, in which the picture objects and picture object information assigned to these picture objects are stored, and one or more communications terminals connectible to the communications network which each have a display unit by which the picture objects are made visible to a user of one of the communications terminals, wherein

user identification data assigned to the user interests profiles are stored in the user interests database,

the media center is configured to carry out the following functions:

receive user identification data which is transmitted in each case by one of the communications terminals via the communications network to the media center,

determine the user interests profile which is assigned to the received user identification data,

determine picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile, and

transmit at least one of the determined picture objects over the communications network to the respective communications terminal from which the received user identification data was transmitted;

each communications terminal comprises a direction-of-view-determining module for determining the current direction of view of at least one eye of the user with respect to the display unit, the ~~direction-of-view-evaluation~~ direction-of-view determining module

determining a direction of view of a pupil by detecting a position of the pupil using light reflected off of the pupil which is detected by an eye tracker;

the media center further comprises a direction-of-view-evaluation module, which, on the basis of the current direction of view that is transmitted in each case by the respective communications terminal over the communication network to the media center, and on the basis of video objects and/or picture objects transmitted from the media center over the communications network to the respective communications terminal, determines viewed spots of the video objects and/or picture objects, and determines picture objects being located at these spots and viewed by the user of the respective communications terminal; and

the media center further comprises an interests-determining module which, on the basis of the picture objects determined through the direction-of-view-evaluation module, determines user interest profiles and stores them in the user interests database.

Claim 2 (Previously Presented): The system according to claim 1, wherein the interests-determining module is configured to determine the user interests profiles on the basis of the picture object information in each case assigned to the picture objects selected through the direction-of-view-evaluation module.

Claim 3 (Cancelled).

Claim 4 (Previously Presented): The system according to claim 2, wherein the picture object information includes order numbers, the user identification data for a respective user include an unambiguous user identification, and the media center includes an order module which initiates an order for one of the selected picture objects, for which order the order

number assigned to this picture object and the unambiguous user identification of the respective user are used.

Claim 5 (Previously Presented): The system according to claim 1, wherein the media center comprises means for inserting the selected picture objects into video objects, which video objects are transmitted from the media center over the communications network to a respective communications terminal, where they are made visible to the user of the respective communications terminal by means of the display unit.

Claim 6 (Previously Presented): The system according to claim 5, further comprising:
a video synthesizer for generating video objects from stored media objects, the media objects to which media object information is assigned being selected such that the media object information has at least one correlation with the information from the determined user interests profile.

Claim 7 (Previously Presented): The system according to claim 1, wherein the user identification data include biometric user features, and the communications terminals have sensors for capturing these biometric user features.

Claim 8 (Previously Presented): The system according to claim 7, wherein the biometric user features comprise retinal patterns, and the sensors comprise micro-electromechanical scanners for capturing these retinal patterns.

Claim 9 (Previously Presented): The system according to claim 1, wherein the display unit comprises a virtual retinal display unit which projects light signals corresponding to video objects and/or picture objects directly onto the retina of the user.

Claim 10 (Previously Presented): The system according to claim 1, wherein the communications network comprises a mobile radio network, and the communications terminals comprise mobile radio devices.

Claim 11 (Previously Presented): The system according to claim 1, further comprising:

a picture object input module for receiving picture objects and assigned picture object information relating in each case to products and/or services and being entered via a communications network by providers of such products and/or services, and for storing the received picture objects and assigned picture object information in the picture object database.

Claim 12 (Previously Presented): A method for distributing picture objects, in which the picture objects are taken from a picture object database connected to a media center, in which picture objects and picture object information assigned to these picture objects are stored and are transmitted by the media center over a communications network to one or more communications terminals connectible to the communications network, and in which the picture objects are made visible to a user of one of the communications terminals in each case by a display unit of the communications terminal, comprising:

receiving user identification data by the media center which data are transmitted in each case over the communications network to the media center by one of the communications terminals,

assigning the user interests profile in each case to the received user identification data is determined by the media center from a user interests database connected to the media center, in which database user interests profiles and user identification data assigned to these user interests profiles are stored,

selecting, by the media center from the picture object database, picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile,

transmitting at least one of the selected picture objects by the media center over the communications network to the respective communications terminal from which the received user identification data were transmitted;

determining the current direction of view of at least one eye of the user with respect to the display unit, in each case, by a direction-of-view-determining module of the respective communications terminal by determining a direction of view of a pupil by detecting a position of the pupil using light reflected off of the pupil which is detected by an eye tracker,

transmitting the determined current direction of view, in each case, by the respective communications terminal over the communications network to the media center,

determining viewed spots of the video objects and/or picture objects by a direction-of-view-evaluation module of the media center on the basis of the determined current direction of view,

determining picture objects which are in each case located at these spots and viewed by the user of the respective communications terminal by the direction-of-view-evaluation module on the basis of video objects and/or picture objects which have been transmitted from

the media center over the communications network to the respective communications terminal, and

determining user interests profiles by an interests-determining module of the media center on the basis of picture objects selected through the direction-of-view-evaluation module and are stored in the user interests database.

Claim 13 (Previously Presented): The method according to claim 12, wherein user interests profiles are determined by the interests-determining module on the basis of picture object information in each case assigned to the picture objects selected through the direction-of-view-evaluation module.

Claim 14 (Cancelled).

Claim 15 (Previously Presented): The method according to claim 13, wherein the picture object information includes order numbers, the user identification data for a respective user includes an unambiguous user identification, and an order is initiated by an order module of the media center for one of the selected picture objects, the order number assigned to this picture object and the unambiguous user identification of the respective user being used for the order.

Claim 16 (Previously Presented): The method according to claim 12, wherein the selected picture objects are inserted in video objects by the media center, which video objects are transmitted from the media center over the communications network to a respective communications terminal, where they are made visible to the user of the respective communications terminal by means of the display unit.

Claim 17 (Previously Presented): The method according to claim 16, wherein the video objects are generated by a video synthesizer from stored media objects, the media objects, to which media object information is assigned, being selected such that the media object information has at least one correlation with the information from the determined user interests profile.

Claim 18 (Previously Presented): The method according to claim 12, wherein biometric user features are captured in the communications terminals by means of sensors, which biometric user features are inserted into the user identification data.

Claim 19 (Original): The method according to claim 18, wherein retinal patterns are captured by means of microelectromechanical scanners, which retinal patterns are inserted into the user identification data.

Claim 20 (Previously Presented): The method according to claim 12, wherein light signals corresponding to video objects and/or picture objects are projected directly onto the retina of the user by means of a virtual retinal display unit.

Claim 21 (Previously Presented): The method according to claim 12, wherein the communications network comprises a mobile radio network and the communications terminals comprise mobile radio devices.

Claim 22 (Previously Presented): The method according to claim 12, wherein picture objects and associated picture object information relating in each case to products and/or

services and entered over a communications network by providers of such products and/or services are received in the media center and are stored in the picture object database.

Claims 23-24 (Cancelled).

Claim 25 (Currently Amended): The system according to claim 1, wherein the ~~direction-of-view evaluation~~ direction-of-view determining module comprises:

a beam splitter, through which light is passed to the pupil and which is configured to receive light reflected off of the pupil;

a lens which is configured to receive light from the beam splitter which is reflected off of the pupil; and

a position sensing diode which receives light from the lens which has been reflected off of the pupil, and which has been reflected off of the beam splitter, the position sensing diode outputting a signal to the eye tracker.

Claim 26 (Currently Amended): The system according to claim 1, where the ~~direction-of-view evaluation~~ direction-of-view determining module comprises:

a light source which imparts light onto the pupil;

a combiner which reflects light which has been reflected off of the pupil;

a lens; and

a CCD which receives the light reflected off of the combiner and which has passed through the lens,

wherein the eye tracker includes a pupil position processor which receives a signal from the CCD and determines the position of the pupil.

Claim 27 (Previously Presented): The method according to claim 12, wherein the determining of viewed spots is performed using:

a beam splitter, through which light is passed to the pupil and which is configured to receive light reflected off of the pupil;

a lens which is configured to receive light from the beam splitter which is reflected off of the pupil; and

a position sensing diode which receives light from the lens which has been reflected off of the pupil, and which has been reflected off of the beam splitter, the position sensing diode outputting a signal to the eye tracker.

Claim 28 (Previously Presented): The method according to claim 12, wherein the determining of viewed spots is performed using:

a light source which imparts light onto the pupil;

a combiner which reflects light which has been reflected off of the pupil;

a lens; and

a CCD which receives the light reflected off of the combiner and which has passed through the lens,

wherein the eye tracker includes a pupil position processor which receives a signal from the CCD and determines the position of the pupil.

Claim 29 (Previously Presented): A system for distributing picture objects comprising a communications network, at least one media center connected to the communications network, a user interests database connected to the media center, in which user interests profiles are stored, a picture object database connected to the media center, in which the

picture objects and picture object information assigned to these picture objects are stored, and one or more communications terminals connectible to the communications network which each have a display unit by which the picture objects are made visible to a user of one of the communications terminals, wherein

user identification data assigned to the user interests profiles are stored in the user interests database,

the media center is configured to carry out the following functions:

receive user identification data which is transmitted in each case by one of the communications terminals via the communications network to the media center,

determine the user interests profile which is assigned to the received user identification data,

determine picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile, and

transmit at least one of the determined picture objects over the communications network to the respective communications terminal from which the received user identification data was transmitted;

each communications terminal comprises a direction-of-view-determining module for determining the current direction of view of at least one eye of the user with respect to the display unit;

the media center further comprises a direction-of-view-evaluation module, which, on the basis of the current direction of view that is transmitted in each case by the respective communications terminal over the communication network to the media center, and on the basis of video objects and/or picture objects transmitted from the media center over the communications network to the respective communications terminal, determines viewed

spots of the video objects and/or picture objects, and determines picture objects being located at these spots and viewed by the user of the respective communications terminal; and the media center further comprises an interests-determining module which, on the basis of the picture objects determined through the direction-of-view-evaluation module, determines user interest profiles and stores them in the user interests database.

Claim 30 (Previously Presented): A method for distributing picture objects, in which the picture objects are taken from a picture object database connected to a media center, in which picture objects and picture object information assigned to these picture objects are stored and are transmitted by the media center over a communications network to one or more communications terminals connectible to the communications network, and in which the picture objects are made visible to a user of one of the communications terminals in each case by a display unit of the communications terminal, comprising:

receiving user identification data by the media center which data are transmitted in each case over the communications network to the media center by one of the communications terminals,

assigning the user interests profile in each case to the received user identification data is determined by the media center from a user interests database connected to the media center, in which database user interests profiles and user identification data assigned to these user interests profiles are stored,

selecting, by the media center from the picture object database, picture objects to which picture object information is assigned having at least one correlation with information from the determined user interests profile,

transmitting at least one of the selected picture objects by the media center over the communications network to the respective communications terminal from which the received user identification data were transmitted;

determining the current direction of view of at least one eye of the user with respect to the display unit, in each case, by a direction-of-view-determining module of the respective communications terminal,

transmitting the determined current direction of view, in each case, by the respective communications terminal over the communications network to the media center,

determining viewed spots of the video objects and/or picture objects by a direction-of-view-evaluation module of the media center on the basis of the determined current direction of view,

determining picture objects which are in each case located at these spots and viewed by the user of the respective communications terminal by the direction-of-view-evaluation module on the basis of video objects and/or picture objects which have been transmitted from the media center over the communications network to the respective communications terminal, and

determining user interests profiles by an interests-determining module of the media center on the basis of picture objects selected through the direction-of-view-evaluation module and are stored in the user interests database.